

Message Text

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FM AMEMBASSY ROME

TO SECSTATE WASHDC 7301

INFO AMCONSUL MILAN

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SUBJECT: INDUSTRIAL AND COMMERCIAL SECURITY TRADE MISSION

1. SUBJECT TRADE MISSION VISITED ROME MARCH 28-30 AND MILAN MARCH 31 - APRIL 3, 1976. OF THE SIX FIRMS SCHEDULED TO BE IN THE MISSION, ONE DROPPED OUT SHORTLY BEFORE THE MISSION CAME TO ITALY AND A SECOND MISSED HALF OF THE STAY IN ROME. INTEREST IN THE MISSION RAN EXTREMELY HIGH. THERE WERE 78 APPOINTMENTS (109 VISITORS) IN ROME AND 110 IN MILAN. ESTIMATED PROJECTED ANNUAL SALES WERE DOLS. 1.7 MILLION IN ROME AND 3.0 MILLION IN MILAN.

2. THE EMBASSY MAILED BROCHURES TO 376 END-USERS (PRIMARILY GOVERNMENTAL AGENCIES SUCH AS MILITARY AND CIVIL LAW ENFORCEMENT AGENCIES ETC.) AND DISTRIBUTORS. MILAN SENT OUT OVER 750 INVITATIONS TO DISTRIBUTORS AND PRIMARILY INDUSTRIAL END-USERS. THE OTHER CONSULATES IN ITALY CONTRIBUTED NAMES OF PRIME SALES CANDIDATES TO THE LISTS. SEVERAL HUNDRED BLUE-RIBBON CALLS WERE MADE BY EMBASSY AND CONSULATE PERSONNEL TO FOLLOW UP THE INVITATIONS. PRESS RELEASE DISTRIBUTED TO NATIONAL ECONOMIC AND LOCAL NEWSPAPERS. CHARGE' D'AFFAIRES IN ROME AND CONGEN IN MILAN EACH HELD RECEPTIONS FOR AROUND 50 TOP END USERS AND DISTRIBUTORS.

3. WITH EXCEPTION OF CHARLIE SOLE AND ASSOCIATES WHICH DID NOT FIT WELL WITH MISSIONS' SECURITY THEME, ALL FIRMS ACHIEVED THEIR GOALS IN BOTH ROME AND MILAN. ONE COMPANY REPRESENTATIVE CLOSED DURING MID-MORNING OF SECOND DAY IN ROME BECAUSE HE

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HAD ALREADY FOUND AGENT AND MADE ALL DESIRABLE END-USER

CONTACTS. SECOND FIRM FOLLOWED SUITE BEFORE DAY WAS OUT. ONE MEMBER OF MISSION WHO WAS ON HIS FIRST TM, SAID THAT IN MANY YEARS OF INTERNATIONAL SELLING HE HAD SEEN FOR FIRST TIME FULL BENEFITS OF STATE/COMMERCE SUPPORT. HE ADDED THAT IT WOULD REQUIRE A YEAR TO DEVELOP CONTACTS MADE DURING HIS SINGLE DAY IN ROME. IN MILAN TM MEMBERS MET SIMILAR CONDITIONS AND MOST FIRMS FACED WITH EMBARRASSMENT OF RICHES IN SELECTING AGENTS. IN ADDITION TO PROJECTED SALES, DOLS. 1.5 MILLION ESTIMATED DIRECT SALES MADE IN MILAN.

4. MISSION MEMBERS WERE ALMOST OVERWHELMED BY NUMBER OF CONTACTS IN BOTH ROME AND MILAN. WHILE SOME OF PRESSURE STEMMED FROM LOSS OF ONE AND TWO FIRMS WHICH TENDED CONCENTRATE VISITORS ON REMAINING BUSINESSMEN, TM COULD HAVE USED ONE MORE DAY IN BOTH CITIES. GIVEN THE SHORT TIME BETWEEN THE TM AND DATE IT FIRMED UP NO TIME WAS LEFT TO REACT TO EARLY INDICATIONS OF WARM RECEPTION BY ITALIANS. BELIEVE IN FUTURE MORE FLEXIBILITY AND OPEN TIME IN SCHEDULE SHOULD BE CONSIDERED - PARTICULARLY WHEN PREPARATORY PERIOD COMPRESSED TO DEGREE THIS ONE WAS.VOLPE

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